COPY

**RJ REYNOLDS**
TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR
8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

JULY, 98

## DORAL JACKPOT PROMOTION #801271 (PRODUCT IS *'PRE-SLEEVED)*

| | | | |
|---|---|---|---|
| TO: | RJR ACCOUNT #: #088080 | CC: | A. ZECCA |
| | MS. E. JOHNS<br>J. A. CALDERON CO. | CC: | |
| FAX #: | (716) 654-8520 | | |

PARTNERS PROMOTION REPORTING: DOR_SEPT_JACKPOT (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

| UPC CASE 12300- | CASE SIZE | STATE USE | BRAND STYLE | NUMBER OF CASES | #/CARTONS TO PACK @ DISPLAY | #/SKUs (#545462) DISPLAYS / PREMIUMS |
|---|---|---|---|---|---|---|
| 25467 | 6M | | DORAL LT 100 | 3 | 1 (ONE CTN) | 105 |
| 25469 | 6M | | DORAL MEN LT 100 | 4 | 1 (ONE CTN) | |
| 25468 | 6M | | DORAL 100 | 3 | 1 (ONE CTN) | |
| 25470 | 6M | | DORAL ULT LT 100 | 4 | 1 (ONE CTN) | |

PRODUCT PO # N/A

| DESCRIPTION | |
|---|---|
| 8/17/98 | PRODUCT ARRIVAL DATE |
| 8/31/98 | RETAIL DISTRIBUTION DATE (WEEK OF) |
| $4,706.26 | EFT $ AMOUNT |
| 4 CTNS | RETAIL BILLING PER DISPLAY |
| 105 | NO. OF DISPLAYS ON CUSTOMER LIST |
| $196.00 | PACKING PAYMENT ($14.00 X 14 (6M) PROMOTED CASES) |

DISPLAYS / PREMIUMS PO # N/A

| DESCRIPTION | |
|---|---|
| 8/17/98 | DISPLAYS / PREMIUM ARRIVAL DATE |
| 545462 | ITEM NUMBER |
| 1.3500 | SKU CUBE |
| 2.2600 | SKU WT (W/OUT PRODUCT) |
| 40 OFFERS | NO. RETAIL OFFERS PER DISPLAY |
| 0 | NUMBER OF EXTRA DISPLAYS |

**PROMOTION DESCRIPTION:**
SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
*(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).*
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.
CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

**DISPLAY LOAD:**
PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

**PARTNERS PROGRAM REQUIREMENTS:**

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

JACKPOT.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/qmny0000

WHOLESALER : 088080 J. A. CALDERON CO., INC. <DIRECT>
TEMPLATE : 801271 80900 DOR SEPT JACKPOT
TEMPLATE SEQ : 0919
SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT | PHONE # |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 162202 | 162232 | 486925 | RICH & VERNS | 64 WASHINGTON ST | WATERLOO | NY | 13165 | 4 | | | | | (315)539-401 |
| 162202 | 162232 | 354171 | CLYDE BARGIN CENTER | 79 GLASGOW ST | CLYDE | NY | 14433 | 5 | NYS | 1149-0000 | | | (315)923-203 |
| 162601 | 162626 | 592278 | GEORGE'S MOBIL | 2194 MILLERSPORT | GETZVILLE | NY | 14068 | 2 | | | | | (716)688-096 |
| 162602 | 162621 | 684550 | RITESIDE MINI MKT | 2709 CHILI AVE | ROCHESTER | NY | 14624 | 2 | | | | | (716)426-215 |
| 162602 | 162225 | 757361 | PERRY DOLLAR & MORE | 35 S MAIN STREET | PERRY | NY | 14530 | 2 | | 1149-0000 | | | (716)237-005 |
| 162602 | 162630 | 764134 | N SIDE SER CENTER | 4118 LAKE RD N | BROCKPORT | NY | 14420 | 3 | NYS | | | | (716)637-989 |
| 162602 | 162621 | 268748 | CFM #33-041/F | 1726 LONG POND RD | ROCHESTER | NY | 14606 | 2 | NYS | | | | (716)426-514 |
| 162602 | 162630 | 268798 | BOBS GROCERY | 1722 LAKE RD | HAMLIN | NY | 14464 | 3 | NYS | | | | (716)964-243 |
| 162602 | 162621 | 326498 | LYELL VIDEO CENTER | 1366 LYELL AVE | ROCHESTER | NY | 14606 | 3 | NYS | | | | (716)458-177 |
| 162602 | 162630 | 539162 | STOP-N-SHOP | 692 MANITOU RD | HILTON | NY | 14468 | 2 | NYS | | | | (716)392-508 |
| 162604 | | 442085 | HESS 32324/F | 975 RIDGE RD E | ROCHESTER | NY | 14621 | 2 | | 0353-0100 | | | (716)266-466 |
| 162604 | 162621 | 268721 | NICKS SUPER STORE | 460 MONROE AVE | ROCHESTER | NY | 14607 | 2 | | | | | (716)271-139 |
| 162604 | 162621 | 268724 | BI-RITE MKT | 3289 E RIVER RD | ROCHESTER | NY | 14623 | 2 | | | | | (716)328-877 |
| 162604 | | 268751 | DON'S DELI | 4886 SAINT PAUL B | ROCHESTER | NY | 14617 | 2 | | | | | (716)342-585 |
| 162604 | 162630 | 268755 | M&T GROCERIES | 1070 STONE RD | ROCHESTER | NY | 14616 | 2 | | | | | (716)663-423 |
| 162604 | 162621 | 510617 | HIGHLAND MINI MARKE | 834 SOUTH AVE | ROCHESTER | NY | 14620 | 2 | | | | | (716)461-449 |
| 162604 | 162620 | 524833 | SCHOENHART MOBIL/F | 2175 PENFIELD RD | PENFIELD | NY | 14526 | 2 | | | | | (716)377-568 |
| 162604 | 162621 | 527406 | SHAIRI MINI MARKET | 411 GENESEE ST | ROCHESTER | NY | 14611 | 2 | | | | | (716)436-479 |
| 162604 | 162621 | 544704 | RJ NEWS | 3333 W HENRIETTA | ROCHESTER | NY | 14623 | 2 | | | | | (716)427-782 |
| 162604 | 162621 | 339359 | METRO CENTER MINI | 583 W BROAD ST | ROCHESTER | NY | 14608 | 2 | | | | | (716)328-141 |
| 162604 | 162624 | 592748 | COM'GO MART | 69 ROCHESTER ST | SCOTTSVILLE | NY | 14546 | 2 | | | | | (716)889-127 |
| 162604 | 162621 | 624512 | RAINBOW MEAT MKT | 583 LAKE AVE | ROCHESTER | NY | 14613 | 2 | | | | | (716)254-146 |
| 162604 | 162624 | 633313 | M&S PARTNERS INC. | DBA A PLUS | EAST ROCHESTER | NY | 14445 | 2 | | 0362-0102 | | | (716)381-576 |
| 162604 | | 652088 | JOE'S DELI & FOOD M | 1306-1038 DEWEY A | ROCHESTER | NY | 14612 | 2 | | | | | (716)254-454 |
| 162604 | 162621 | 664259 | ZIADS MEATS & GROCE | 452 PARSELLS AVE | ROCHESTER | NY | 14609 | 2 | | | B | | (716)654-64 |
| 162604 | | 705968 | 295 STONEWOOD INC | STONEWOOD DELI | ROCHESTER | NY | 14616 | 2 | | | | | (716)663-811 |
| 162604 | 162620 | 716294 | FT UNITED MARKET | 645 CULVER RD | ROCHESTER | NY | 14609 | 2 | | | | | (716)482-754 |
| 162604 | 162621 | 728374 | EAGLE MINI MART | 6 WEST AVE | ROCHESTER | NY | 14611 | 2 | | | | | (716)527-862 |
| 162604 | | 743983 | RANI MART | 1416 CULVER RD | ROCHESTER | NY | 14609 | 2 | | | | | (716)288-254 |
| 162604 | 162621 | 763722 | CFM #33-054 | 1430 CLINTON AVE | ROCHESTER | NY | 14621 | 2 | | | | | (716)266-528 |
| 162604 | | 268817 | JIM'S STOP & SHOP | 872 JAY ST | ROCHESTER | NY | 14611 | 2 | | | | | (716)328-105 |
| 162604 | 162621 | 269157 | WORLD WIDE NEWS | 100 SAINT PAUL ST | ROCHESTER | NY | 14604 | 2 | | | | | (716)546-714 |
| 162604 | 162620 | 802169 | DHALIWAL A-PLUS | 2075 RIDGE RD E | ROCHESTER | NY | 14622 | 2 | | | | | (716)544-667 |
| 162604 | 162620 | 269203 | SEITZ GROCERY | 426 RIDGE RD | WEBSTER | NY | 14580 | 2 | NYS | | | | (716)671-622 |
| 162604 | 162630 | 764381 | CFM #33-053/F | 501 LONG POND RD | ROCHESTER | NY | 14612 | 2 | NYS | | | | (716)227-215 |
| 162604 | 162621 | 415991 | REFINERS | 417 MONROE AVE | ROCHESTER | NY | 14607 | 2 | NYS | | | | (716)244-631 |
| 162604 | 162620 | 268459 | PANARAMA HESS | 1500 PENFIELD RD | ROCHESTER | NY | 14625 | 2 | NYS | | | | (716)381-223 |
| 162604 | 162630 | 549096 | STOP N SHOP MOBIL/F | 2044 LATTA RD | ROCHESTER | NY | 14612 | 2 | NYS | | | | (716)663-435 |
| 162604 | 162620 | 559196 | HENRY'S MINI MT. | 519 MERCHANTS RD | ROCHESTER | NY | 14609 | 2 | NYS | | | | (716)482-792 |
| 162604 | 162630 | 268763 | MCCALL MINI MART | 90 MCCALL RD | ROCHESTER | NY | 14615 | 2 | NYS | | | | (716)663-397 |
| 162604 | 162621 | 268815 | MAALI'S MARKET | 587 MAPLE ST | ROCHESTER | NY | 14611 | 2 | NYS | | | | (716)235-226 |
| 162604 | 162620 | 505050 | DON SCOTT AUTO MART | 3290 ATLANTIC AVE | PENFIELD | NY | 14526 | 2 | NYS | | | | (716)377-063 |



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|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 162605 | 162232 | 602879 | DOLLAR & MORE STORE | DBA DOLLAR & MORE | LYONS | NY | 14489 | 5 | | 1149-0000 | | (315)946-9601 |
| 162605 | 162620 | 696056 | SODUS CONVENIENT | 38 W MAIN ST | SODUS | NY | 14551 | 2 | | | | (315)483-4407 |
| 162605 | 162232 | 724735 | J&S DISCOUNT STORE | 418 EXCHANGE ST | GENEVA | NY | 14456 | 4 | | | | (315)789-0680 |
| 162605 | 162620 | 503226 | FAIRPORT MOBIL MART | 110 S MAIN ST | FAIRPORT | NY | 14450 | 2 | NYS | | | (716)223-7645 |

PAGE BREAK TOTAL ACCOUNTS 46 TOTAL QUANTITY 105

TEMPLATE TOTAL ACCOUNTS 46 TOTAL QUANTITY 105

********** END OF REPORT FOR PROMOTION 801271 **********



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